

Abstract

- Title:** Marketing research - sponsoring of the UEFA Champions League in the Czech Republic
- Objectives:** The main objective of this research was to determine if there is awareness about the sponsorship of the Champions League in football among the wider public. Primarily, on the basis of questionnaire, it was investigated if the public during watching this football competition perceives sponsoring and specific sponsors of Champions League, if the public knows all these sponsors, and if so, which seems to be the most important. It was also investigated a public interest in the Champions League and in football in general.
- Methods:** The thesis is based on theoretical knowledges that bind to this topic. To determine the general knowledge of sponsorship of the Champions League in football was used survey questionnaire method. The results are presented in tables and graphs.
- Results:** Marketing research of sponsorship of the UEFA Champion League has revealed, that overall 82% of the survey respondents knew at least one of the six official sponsors of the Champions league. The research results have shown, that even the best – known sponsor is a Dutch beer producer – Heineken, who also appears to be the most important.
- Keywords:** Marketing research, sponsor, Champions League, football